AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing Of Claims:

1.   (Currently Amended) A method comprising:

building a frame set in a browser window at a user computer, said frame set comprising a media player frame to experience streaming content from a media player executing at said user computer and a data frame;

making a request at said user computer for ~~requesting~~ a playlist ~~from~~ to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising a ~~list of~~ reference[[s]] identifying streaming ~~content that comprises at least one streaming advertisement and~~ media content, ~~wherein for each advertisement a reference contained in~~ said playlist or said media content including ~~includes~~ an indicator that indicates when said streaming ~~the~~ advertisement should be played in relation to said ~~the~~ media content in said streaming content;

connecting to at least one media server to request said streaming advertisement and media content from said server using said playlist's ~~references~~ contents;

receiving HTML content related to said ~~the requested~~ streaming content in the browser window; and

simultaneously playing said streaming content in said media player frame and displaying said HTML content in said ~~the~~ data frame.

2.   (Currently Amended) The method of claim 1, wherein receiving HTML content related to said ~~the requested~~ streaming content includes providing the HTML content in said data

frame in response to execution of an embedded command in the streaming ~~media~~ content, wherein said HTML content is related to <u>said</u> ~~the~~ streaming content being experienced in said media player frame.

3.   (Cancelled)

4.   (Previously Presented) The method of claim 1, further comprising logging play of any advertisement on a server.

5.   (Currently Amended) The method of claim 1, further comprising:
receiving an embedded script command in the streaming media or advertisement content that references said HTML content related to said streaming media or advertisement content, wherein said <u>HTML</u> ~~HTML~~ content is stored at a remote server.

6.   (Previously Presented) The method of Claim 1, wherein the indicator indicates that the advertisement be played one of before, during or after the media content is played.

7.   (Previously Presented) The method of Claim 5, further comprising, where the streaming content includes an advertisement, logging the viewing of said advertisement using said script command.

8.   (Currently Amended) A method comprising:
building a frame set in a browser window, said frame set comprising a media player frame to experience streaming content from a media player executing at a user computer and a data frame;
<u>making a request at said user computer for</u> ~~requesting~~ a playlist ~~from~~ <u>to</u> a source on a network<u>, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content;</u>

receiving said playlist <u>at said user computer in response to said request</u>, said playlist's
contents <u>comprising a</u> ~~comprise~~ reference[[s]] to ~~said~~ streaming ~~advertisement~~
~~and~~ media content, ~~and for each advertisement a reference contained in~~ said
playlist <u>or said media content comprising</u> ~~comprises~~ an identifier identifying when
<u>said streaming</u> ~~the~~ advertisement should be played in relation to <u>said</u> ~~the~~ media
content <u>in said streaming content</u>;

connecting to at least one media server to request said streaming advertisement and
media content from said at least one media server using said playlist's contents,
wherein said streaming content includes one or more embedded commands that
reference HTML content corresponding to said streaming content;

playing said streaming content on said media player;

executing said one or more embedded commands to retrieve the referenced HTML
content; and

displaying the retrieved HTML content in the data frame concurrently with the streaming
content <u>being experienced in said</u> ~~playing on the~~ media player <u>frame</u>.

9.   (Currently Amended) A method comprising:

building a frame set in a browser window, the frame set including a media player frame
and a data frame;

<u>making a request at a user computer for</u> ~~requesting~~ a playlist ~~from~~ <u>to</u> a source on a
network<u>, said request including a streaming advertisement parameter, said
parameter specifying a position of said streaming advertisement in said streaming
content comprising media content, said position being an intermediate point in
said media content</u>;

receiving said playlist <u>at said user computer in response to said request</u>, said playlist's
contents <u>comprising</u> ~~comprise~~ a ~~list of~~ reference[[s]] identifying <u>said</u> streaming
~~advertisement and~~ media content, ~~wherein for each advertisement a reference
contained in the playlist~~ <u>said media content including</u> ~~includes~~ an indicator that
indicates <u>said intermediate point</u> when <u>said streaming</u> ~~the~~ advertisement should be
played in relation to <u>said</u> ~~the~~ media content;

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connecting to at least one media server to request said streaming advertisement and
media content from said at least one media server using said playlist's contents;

receiving HTML content related to the streaming content to the browser;

simultaneously playing said streaming content in ~~on~~ said media player <u>frame</u> and
displaying said HTML content in the data frame.

10.   (Currently Amended) The method of claim 9, wherein receiving HTML content includes
providing the HTML content to said data frame in response to execution of an embedded
command in the streaming ~~media~~ content, wherein said HTML content is related to the
streaming content playing in ~~on~~ said media player <u>frame</u>.

11.   (Currently Amended) The method of claim 9, wherein receiving the HTML content
includes causing a script command embedded in the streaming ~~media or advertisement~~
content that references said <u>HTML</u> ~~HIML~~ content ~~related to said streaming media or~~
~~advertisement content~~ to be executed, wherein said HTML content is stored at a remote
server.

12.   (Currently Amended) A method comprising:

receiving a request for a playlist<u>, said request including a streaming advertisement</u>
<u>parameter, said parameter specifying a position of said streaming advertisement in</u>
<u>streaming content</u>;

building a playlist ~~using information included in the request~~, the playlist's contents
<u>comprising</u> ~~comprise~~ a ~~list of~~ reference[[s]] identifying streaming ~~advertisement~~
~~and~~ media content, <u>said parameter included in said request being used to</u>
<u>determine which of said playlist and said media content includes an indicator that</u>
<u>indicates when said streaming</u> ~~wherein each reference identifying~~ advertisement
~~content comprises an indicator of when the advertisement~~ should be played in
relation to the media content; and

transmitting the playlist to a user computer.

13.   (Currently Amended) The method of claim 12, wherein the ~~request comprises~~
      information to identify ~~comprises identification of~~ a storage location of information for
      configuring a frame set, which comprises a media player and a data frame, on said user
      computer.

14.   (Currently Amended) The method of claim 12, further comprising:
      in response to a request from the user computer, transmitting said streaming content to
            said user computer; and
      providing HTML content related to the streaming content to the user computer, wherein
            display of the HTML content is synchronized with playback of the streaming
            content at the user computer.

15.   (Currently Amended) The method of claim ~~14~~ 12, ~~wherein streaming content to said user~~
      ~~computer~~ further comprising:
      embedding a script command in the streaming content, wherein the script command
            references the HTML content.

16.   (Currently Amended) A method comprising:
      receiving a request for a playlist from a user computer, the request including
            advertisement placement information;
      building a playlist using the advertisement placement information such that the playlist
            includes a reference to streaming ~~advertisement content , or a reference to~~
            ~~streaming media~~ content, which streaming content has at least one embedded
            command including advertisement identification information to be processed as
            the streaming ~~media~~ content is being experienced at said user computer~~, or both~~;
            and
      transmitting the playlist to the user computer.

17.   (Currently Amended) The method of claim 16, wherein the advertisement identification
      information of the command embedded in the streaming ~~media~~ content comprises

information to identify streaming advertisement content to be played at said user
computer.

18.   (Previously Presented) The method of Claim 16, further comprising logging a viewing of
said streaming advertisement content.

19.   (Currently Amended) The method of claim 16, <u>said advertisement identification
information</u> ~~wherein the playlist further comprises a reference to a streaming media
content which has at least one command~~ including non-streaming content identification
information to be processed as the streaming ~~media~~ content is being experienced at said
user computer, the non-streaming content identification information of the command
embedded in the streaming ~~media~~ content is used to identify HTML content to be
displayed while said streaming ~~media~~ content is being experienced at said user computer.

20.   (Currently Amended) The method of claim 19, wherein the HTML content is displayed
in a data frame of a browser window at said user computer while said streaming ~~media~~
content is being experienced in a media frame of said browser window.

21.   (Currently Amended) The method of claim 19, wherein the streaming ~~media~~ content has
two embedded commands, the first embedded command identifies first HTML content
and the second embedded command identifies second HTML content.

22.   (Previously Presented) The method of claim 21, wherein said second HTML content is
default HTML content, and said second embedded command is used to display said
default HTML content after said first HTML content is displayed.

23.   (Currently Amended) The method of claim 16, wherein the request includes
advertisement selection information, the method further comprising:
selecting ~~the~~ streaming advertisement content using the advertisement selection
        information included in the request.

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24.   (Previously Presented) The method of claim 23, further comprising:

        including a reference to the selected streaming advertisement content in the playlist.

25.   (Currently Amended) The method of claim 23, further comprising:

        modifying the streaming ~~media~~ content to include the embedded command, so that the

        streaming ~~media~~ content includes the advertisement identification information to

        identify the selected streaming advertisement content.

26.   (Previously Presented) The method of claim 23, wherein the advertisement selection

        information comprises duration information.